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**CARTER, Steve** [GB/GB]; Kraft Foods UK Ltd, Ruscote  
Avenue, Banbury, Oxfordshire OX16 2QU (GB).

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(74) Agents: **ALEXANDER, Thomas, Bruce** et al.; Boulton  
Wade Tennant, Verulam Gardens, 70 Gray's Inn Road, London  
WC1X 8BT (GB).

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(71) Applicant (*for all designated States except US*): **KRAFT  
FOODS R & D, INC.** [US/DE]; Bayerwaldstrasse 8,  
81737 Munich (DE).

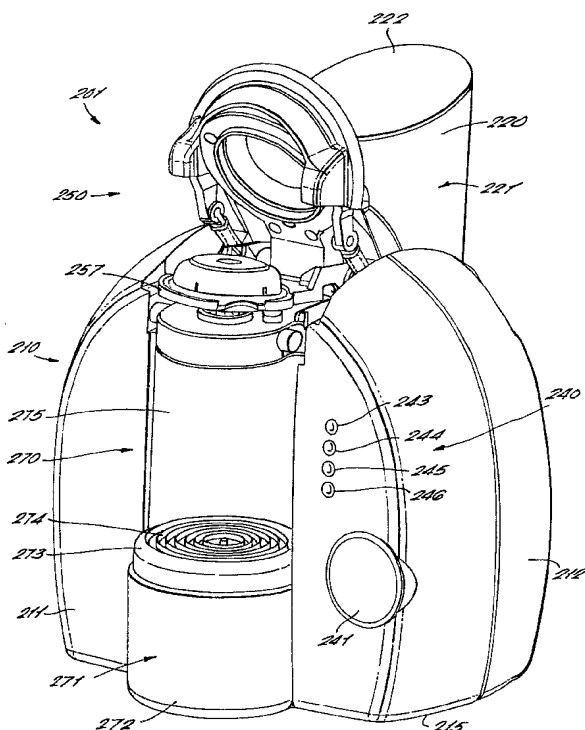
(72) Inventors; and

(75) Inventors/Applicants (*for US only*): **PANESAR,  
Satwinder, Singh** [GB/GB]; Kraft Foods UK Ltd, Rus-  
cote Avenue, Banbury, Oxfordshire OX16 2QU (GB).

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(54) Title: AN INSERT, A MACHINE AND A SYSTEM FOR THE PREPARATION OF BEVERAGES



(57) Abstract: An insert (400) for use in a beverage preparation machine (201) of a type comprising a brew head (250) comprising an upwardly directed inlet (253) for supplying water to the brew head (250) and a downwardly directed outlet (250) for outflow of beverage produced by the machine (201). The insert (400) comprises, or is adapted to contain in use, a quantity of beverage ingredients in a brewing volume. A lower surface of the insert (400) comprises an inlet (405) and an outlet (404) arranged to communicate respectively with the inlet (253) and outlet (254) of the brew head (250) of the beverage preparation machine (201) when the insert (100) is inserted into the machine such that, in use, water from the inlet (253) of the brew head (250) passes upwardly through the inlet (405) of the insert (400) into the brewing volume and such that beverage ingredients passes downwardly through the outlet (404) of the insert (400) to flow out of the outlet (254) of the brew head (250). The lower surface of the insert (400) further comprises a RFID or barcode (320) which, in use, is readable by a RFID or barcode reader of the beverage preparation machine (201) for controlling operation of the beverage preparation machine (201), wherein the barcode (320) or RFID is located on the lower surface of the insert (400) such that a line joining the outlet (404) of the insert (400) to a centre of the barcode (320) or RFID and a line joining the outlet (404) of the insert (400) to the inlet (405) of the insert (400) separated by a minimum angular separation of greater than 70 degrees.



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